AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior revisions, and listings, of claims in the application.

Listing of Claims:

1. (*Currently amended*) A computer-implemented method for controlling display of a keyword advertisement, comprising the steps of:

(a) defining a plurality of advertisement locations for placement of advertisements in association with keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

(b) receiving at least one bid data corresponding to a first unit display zone from at least one advertiser, said first unit display zone being one of the plurality of [[said]] unit display zones associated with said predetermined keyword, each of said at least one bid data indicating a bid amount;

(c) storing said bid data;

(d) determining whether a predetermined transfer condition for right to display an advertisement on said first unit display zone is satisfied, the right to display an advertisement in said first unit display zone being owned by a first advertiser which a first advertiser owns;

(e) upon determining that the predetermined transfer condition is satisfied, retrieving at least a portion of said stored bid data;

(f) determining a winning bid, based at least in part on a bid amount, among said retrieved bid data for placement of an advertisement on said first unit display zone in association

with search result list generated in response to a search query associated with said predetermined

keyword; [[and]]

(g) transferring said ~~display~~ right [[of]] <u>to display an advertisement on</u> said first unit

display zone from said first advertiser to a second advertiser which has submitted said winning

bid<u>; and</u>

<u>(h) displaying an advertisement of the second advertiser on said first unit display zone</u>.

2. (*Previously Presented*) The method as claimed in claim 1, further comprising the step of:

if said display right of said first unit display zone is transferred to said second advertiser,

the steps (d) ~ (g) are executed for at least one of the remaining unit display zones associated

with said predetermined keyword.

3. (*Previously Presented*) The method as claimed in claim 1, wherein, if said second advertiser

has submitted a plurality of winning bids corresponding to a plurality of said unit display zones

associated with said predetermined keyword, one unit display zone is assigned to said second

advertiser in accordance with at least one predetermined display priority condition.

4. (*Previously Presented*) The method as claimed in claim 3, wherein the predetermined display

priority condition is determined based at least in part on review of cost-per-click pricing model

5. (*Currently amended*) The method as claimed in claim 1, wherein said bid data include

payable fee per single click, and

the step (f) of determining a winning bid comprises the step of:

determining a winning bid in accordance with said payable fee per single click.

6. (*Currently amended*) The method as claimed in claim 1, further comprising the step of ordering said stored bid data in accordance with payable fee per single click, said payable fee per single click being included in said bid data, wherein the step (f) of determining a winning bid determines said winning bid in accordance with the order of said bid data.

7. (*Currently amended*) The method as claimed in claim 1, wherein the predetermined transfer condition is associated with [[a]] bid data corresponding to the first unit display zone, which has been newly submitted, and

the step (f) of determining a winning bid comprises the steps of:

ordering said stored bid data;

re-ordering said stored bid data if [[a]] new bid data has been submitted; and

determining a winning bid in accordance with the order of said bid data.

8. (*Currently amended*) The method as claimed in claim 1, wherein the predetermined transfer condition is associated with [[the]] an expiration of a predetermined contract for the search listing.

9.　　(*Canceled*)

10. (*Currently amended*) A computer-implemented method for controlling display of a keyword advertisement in association with a search results list, wherein the search results list is generated in response to a search query, comprising the steps of:

(a) receiving a plurality of bids for a particular placement position of advertisement in association with a predetermined keyword, said each bid indicating a bid amount and an advertisement;

(b) storing said bids;

(c) determining whether a predetermined transfer condition for right to display an advertisement on said particular placement position ~~of advertisement~~ is satisfied, which has been assigned to a first advertiser;

(d) upon determining that the predetermined transfer condition is satisfied, selecting, based at least in part on review of bid amounts, a bid of said stored bids for said particular placement position of advertisement in association with said predetermined keyword; [[and]]

(e) transferring said right to display an advertisement on said particular placement position ~~of advertisement~~ in association with said predetermined keyword from said first advertiser to a second advertiser who has submitted said selected bid; and

(f) displaying an advertisement of the second advertiser on said particular placement position.

11. (*Canceled*)

12. (*Previously Presented*) The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of cost-per-click pricing model..

13. (*Canceled*)

14. (*Currently amended*) A keyword advertisement display control system, comprising:

means for defining a plurality of advertisement locations for placement of advertisements in association with a keyword plurality of keywords, at least one of said advertisement locations including a plurality of unit display zones in association with a predetermined keyword;

a user interface, said user interface configured for receiving bid data at least one bidding corresponding to a first unit display zone of the plurality of unit display zones associated with the predetermined keyword from at least one advertiser, each of the at least one bidding indicating a bid amount;

a memory, said memory storing [[said]] bid data corresponding to the at least one bidding;

means for processing bid for said first unit display zone, said means for processing the bid determining a winning bid for said first unit display zone; and

means for transferring a <u>right to</u> display ~~right of~~ said first unit display zone to an advertiser who has submitted the winning bid,

wherein said means for processing the bid performs a ~~re-bid~~ <u>re-bidding</u> process <u>among the stored bid data corresponding to the at least one bidding, based at least in part upon the bid amount upon determining that</u> [[if]] a predetermined transfer condition for the <u>right to</u> display ~~right of~~ said first unit display zone is satisfied.

15. (*Previously Presented*) The method as claimed in claim 3, wherein the predetermined display priority condition is determined based at least in part on review of selection by said second advertiser.

16. (*Previously Presented*) The method as claimed in claim 10, wherein if said second advertiser wins bidding for more than one placement position of advertisement in association with said predetermined keyword, only one placement position of advertisement in association with said predetermined keyword is assigned to said second advertiser in accordance with a predetermined condition, and wherein said predetermined condition is determined based at least in part on review of selection by said second advertiser.

17-20. *(Canceled)*

21. (*New*)   One or more computer-readable media having stored thereon a computer program

that, when executed by one or more processors, causes the one or more processors to perform

acts including:

defining a plurality of advertisement locations for placement of advertisements in

association with keywords, at least one of said advertisement locations including a plurality of

unit display zones in association with a predetermined keyword;

receiving at least one bid data corresponding to a first unit display zone from at least one

advertiser, said first unit display zone being one of the plurality of unit display zones associated

with said predetermined keyword;

storing said bid data;

determining whether a predetermined transfer condition for right to display an

advertisement on said first unit display zone is satisfied, the right to display an advertisement in

said first unit display zone being owned by a first advertiser;

upon determining that the predetermined transfer condition is satisfied, retrieving at least

a portion of said stored bid data;

determining a winning bid among said retrieved bid data for placement of an

advertisement on said first unit display zone in association with search result list generated in

response to a search query associated with said predetermined keyword; and

transferring said right to display an advertisement on said first unit display zone from said

first advertiser to a second advertiser which has submitted said winning bid.

22. (*New*)   One or more computer-readable media having stored thereon a computer program

that, when executed by one or more processors, causes the one or more processors to perform

acts including:

      receiving a plurality of bids for a particular placement position of advertisement in

association with a predetermined keyword, said each bid indicating a bid amount and an

advertisement;

      storing said bids;

      determining whether a predetermined transfer condition for right to display an

advertisement on said particular placement position is satisfied, which has been assigned to a

first advertiser;

      upon determining that the predetermined transfer condition is satisfied, selecting, based

at least in part on review of bid amounts, a bid of said stored bids for said particular placement

position of advertisement in association with said predetermined keyword; and

      transferring said right to display an advertisement on said particular placement position in

association with said predetermined keyword from said first advertiser to a second advertiser

who has submitted said selected bid.